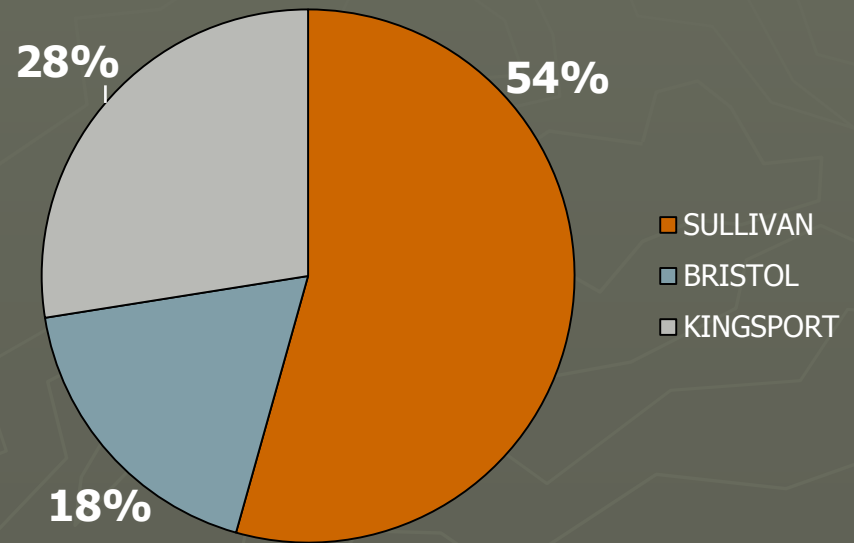
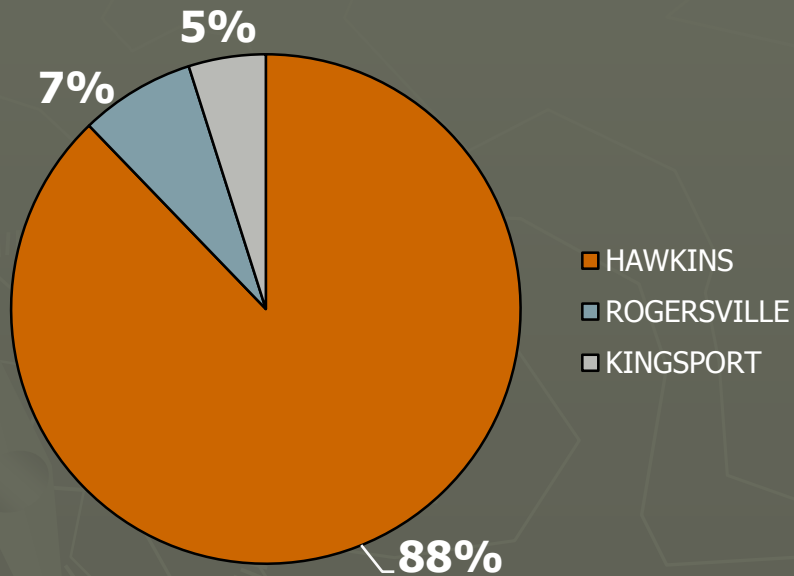




Sales Tax Benefits Countywide Schools



▶ ~~Be Loyal, Buy Local~~

▶ We want to **EARN** your business!

▶ Kingsport Deals

www.KingsportDeals.com

An official program of the Kingsport Economic Development Board

- ▶ Real local deals, dynamic content
- ▶ Just celebrated first anniversary
- ▶ Averaging 1,926 visitors per week to the site.
- ▶ Average of 300 new visitors to the site each week
- ▶ Advertising including radio, TV, newspapers, & magazines
- ▶ Thanks to merchants for providing Big Deal giveaways:
 - Electronic scooters, Gift Cards, Catering, Concert Tickets
 - Gym memberships and more

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Get involved:

- ▶ Merchant sign up sheets on your table this morning

Advertise a Deal

- ▶ Forms are available on website
- ▶ Reminders to renew
- ▶ More merchants = more original deals = more buzz =
more website traffic

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Cost:

- ▶ Free! (thanks to Economic Development Board)
- ▶ **MUST** be inside Kingsport city limits
- ▶ Small businesses
- ▶ Large shopping centers
- ▶ Market focus is Kingsport and points north & west
(Sullivan-Hawkins-Washington, as well as SW VA & SE KY)

2009 Sales Tax Holiday



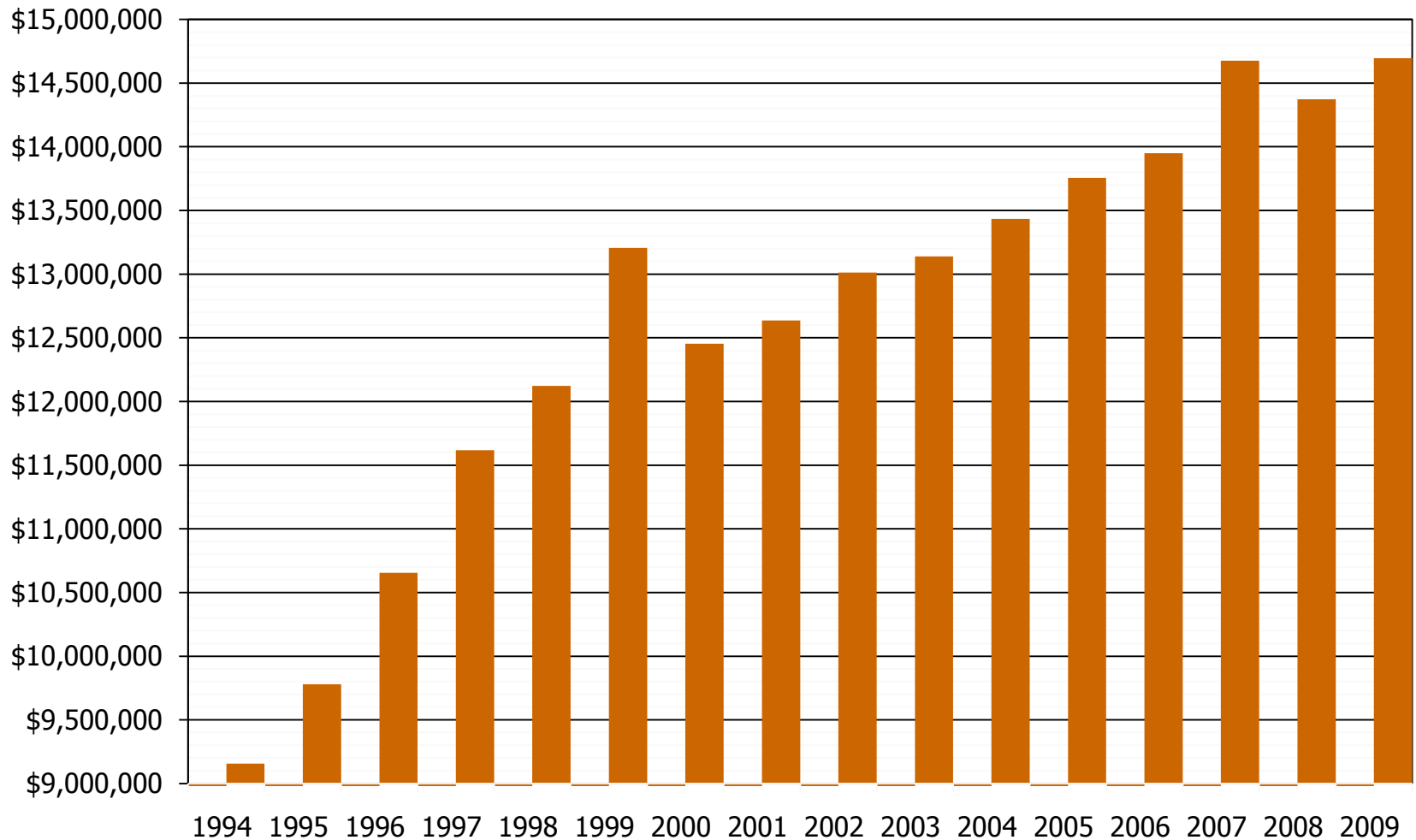
- ▶ 12:01 a.m.
Friday August 7
- ▶ 11:59 p.m.
Sunday August 9

Today, KingsportDeals will be giving away a \$50 gift card to the store of the winners choice within Kingsport Pavilion!

Retail Sales Tax Collections

12 months YTD 1994-2009

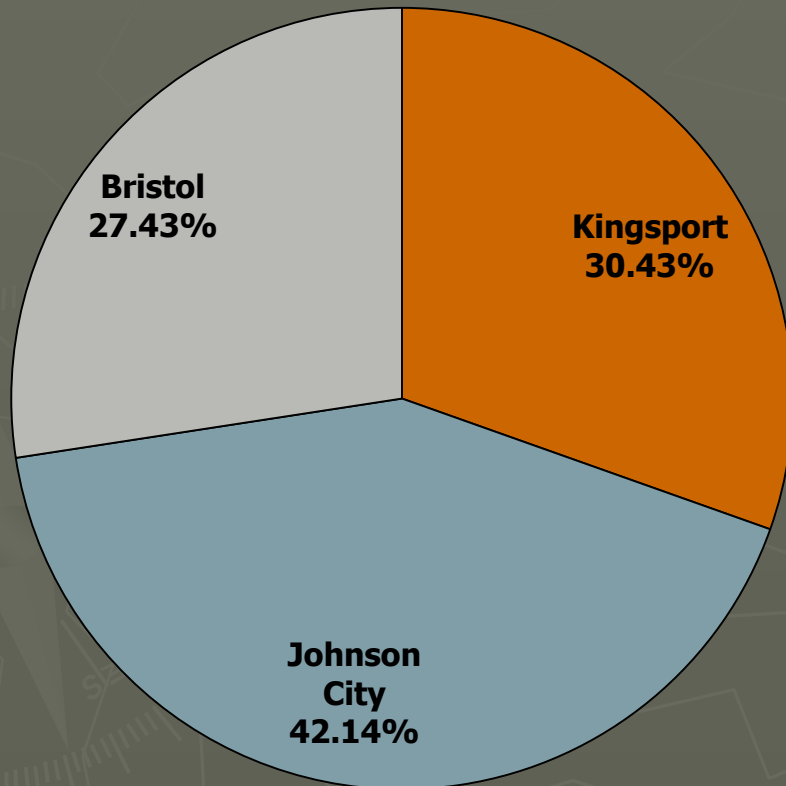
60% increase



Tri-Cities Retail Market Share

ETSU Bureau of Business & Economic Research

2007



2008

